



## **THE EFFECT OF SERVICE QUALITY, DIGITAL MARKETING AND BRAND IMAGE ON CUSTOMER SATISFACTION**

**Dwi Sembe Sigita, Yusuf Rahman Al Hakim**

Universitas Mayjen Sungkono, Mojokerto

correspondence: yusufrahman.unimas@gmail.com

### **Abstract**

Globally, the development of the hospitality industry is significant. This is happening in line with the increasing number of customers and the number of similar industry players. This condition certainly raises competition from competitors, especially in the current digital era. Therefore, in order to become a successful hotelier, it requires a new approach and understanding, especially in terms of customer satisfaction. Roles based on service quality, digital marketing and brand image will be known from this study. The explanatory type is applied as the type of research used in this study. In the Mojokerto Trawas area there is one hotel that will be observed. It was calculated that within a period of approximately three months the researchers managed to collect 100 respondents and the respondents would also be used as research samples. The approach through multiple linear analysis will be the data analysis technique. Several steps were carried out in a coherent manner to analyze the data starting from descriptive statistics, instrument testing which means there are validity and reliability tests, multiple linear regression analysis,  $R^2$  test or coefficient of determination and there are also t tests and F tests. From the results of this study, it was proven that the three independent variables had a real role in shaping customer satisfaction.

Keywords: service quality, digital marketing, brand image, customer satisfaction, hospitality industry.

### **Introduction**

The hotel industry is an industry in the service sector that combines products and services. For products, the hotel sells rooms, food, facilities to consumers supported by the design of the building, interior, exterior and the distinctive feel created by the hotel. Meanwhile, the services sold are hospitality and the skills and attitudes of employees in serving consumers. Hotels can be explained as a type of accommodation that utilizes some or all of the buildings with the intention of providing lodging, food and beverage services, as well as other services to the general public where the government stipulates a condition that must be met and the management is also commercial.

Hotel sales are one implementation of marketing. The hotel sales business will affect hotel occupancy and hotel operations. Of the many factors that can influence, the tourism industry is an important aspect that has a major influence on hotel sales. For this reason, efforts are needed, one of which is through the implementation of excellent service (Padma et al., 2018). Customer satisfaction as a goal must be obtained through quality offerings (Retnowati et al., 2021; Sutrisno & Darmawan, 2022).

Service quality has an important role for service-based companies (Essardi et al., 2022; Lestari & Sinambela, 2022). A number of opinions of Parasuraman et al. (1988); Zeithaml (2000); Brady & Cronin (2001); Van Iwaarden et al. (2003) stated that quality is the design and characteristics of a product or service as a support that can directly or indirectly make customers satisfied. This shows that services in the service sector are primarily targeted at satisfied customers (Darmawan 2004; Herington & Weaven, 2009; Lomendra et al., 2019). High service quality results in high customer satisfaction (Lai, 2004; Djati & Darmawan, 2004; Fida et al. 2020). Conversely, dissatisfaction with service quality can be used as a reason for customers to switch to other service providers (Philippe & Adele, 2016; Khatab & Othman, 2019; Khayru & Issalillah, 2022). Thus Rashid et al. (2013); Pakurár et al. (2019); Irfan & Putra (2021) concludes that service quality is all forms of service from individuals or service providers to the fullest by offering various advantages so that what customers expect and need will be fulfilled. This requires the support of quality human resources in every service provider company (Darmawan et al., 2020; Munir et al., 2022).

Apart from paying attention to the quality of service, service providers must also understand the behavior of current consumers who

prefer to use digital media as a means of fulfilling their necessities of life, seeking information, and communicating (Djazilan, 2021). To face competition that arises along with developing technology, companies must try to find and maintain target competitors through a set of media, one of which is electronic services. Based on Mardikaningsih & Darmawan (2021); Issalillah et al. (2021); Putra et al. (2022); Gardi (2022) customer lifestyle is also part of it. Digital marketing is carried out using various strategies and digital media aimed at communicating to potential customers through online communication channels. Availability of various digital marketing access such as website, blog, social media (facebook, instagram), interactive audio video (youtube, video), interactive audio (podcast, soundcloud, spotify), displayads and marketplace (shopee, Bukalapak, tokopedia, traveloka) will facilitate marketing. Various aspects that need to be considered in maximizing digital marketing are consumer convenience in accessing, speed and accuracy of information, attractive product visualization and transaction security (Kemarauwana, 2020). The important role of digital marketing is to develop business technology to make buying and selling transactions between sellers and buyers more possible. As stated by Mardikaningsih et al. (2020). Digital marketing is also very influential in the level of customer satisfaction because it can provide customers with the same basic benefits as other forms of marketing and offer customers some additional advantages. Prospective customers can also search for product information provided in the form of social networks. Currently it is very suitable to market products through digital marketing because with the development of the era where the internet has become embedded in people's lives (Hidayat et al., 2015; Djazilan, 2022; Irfan & Hariani, 2022; Sinambela & Darmawan, 2022).

Furthermore, Lovelock and Wright (2005) reveal that satisfied customers will be achieved if the company does not only try to fulfill what customers need or deliver the best service, but more than that, which means the company can realize customers to sustainably use their product or brand (Djaelani, 2021; Jahroni, 2021; Putra et al., 2022). The existence of a positive image also plays a role in forming impressions for customers (Darmawan et al., 2019). According to Kotler and Keller (2012), brand image is defined as impressions and beliefs from customers that appear in associations that are in the customer's memory. This has the meaning as

expressed by Mardikaningsih & Sinambela (2016); Jahroni et al. (2021); Khayru et al. (2021) that one of the strategies so that new customers can be reached more widely is with a brand image and this will also determine the extent to which a brand has succeeded in making customers interested in buying a product. With a well-owned brand image, the product or service is easier to recognize which will be purchased later, there are products whose quality is known and the experience gained based on the product and at that time there will also be recommendations to others (Papasolomou-Doukakis, 2002; Trirahayu et al., 2014; Chen et al., 2015; Issalillah et al., 2021; Ali et al., 2022; Darmawan, 2022). In addition, satisfied customers will generate customer trust and loyalty (Mohamed & Shirley, 2009; Hariani & Sinambela, 2020; Mardikaningsih, 2021; Halizah et al., 2022). The existence of positive actions related to the brand means that customers have trust and meet customer expectations (Irfan & Hariani, 2022; Issalillah et al., 2022; Sinambela et al., 2022).

Currently, every hotel is trying to build a reputation and brand image by utilizing the digital world. They don't just prioritize quality service but must win the competition in the industry and strive to meet customer satisfaction. The role based on service quality, digital marketing and brand image on customer satisfaction is the aim of this study.

## Method

The explanatory type is determined to be the type of research in which in this case there will be a hypothesis tested based on the influence of two or more independent variables. For this reason, the results of the role of service quality, digital marketing and brand image to customer satisfaction will also be known.

Data collection is carried out through observation, which means there is direct observation of the state of the research object. One of the hotels in the Mojokerto Trawas area will be observed by the author. Questionnaires were distributed to respondents, namely hotel consumers. There were 100 respondents who were involved in this study and were collected for approximately three months. A set of statements translated in the questionnaire will utilize the Likert scale used as the measurement scale. This will use a rating of strongly agree worth 4; agree is given a value of 3; do not agree means the score is 2; and finally, strongly disagree for a

score of 1. The preparation of the questionnaire refers to each variable dimension that has been determined in this study.

The dimensions of service quality (X.1) are assurance, empathy, reliability, responsiveness and tangibles. The dimensions of digital marketing (X.2) are accessibility, interactivity, informative and trust. The dimensions of brand image (X.3) are recognition, reputation and affinity. The dimensions of customer satisfaction (Y) are satisfied, recommending to others, and fulfilling customer expectations after buying a product.

An analysis with multiple linear regression will be used as a technique to analyze the data. Coherently the analysis begins with descriptive statistics, instrument tests which in this case are validity and reliability tests, multiple linear regression analysis, R2 test or the coefficient of determination along with the t test and F test.

## Result and Discussion

Based on 100 questionnaires distributed to respondents, 94 questionnaires were obtained which could be followed up because of the completeness of the response. Respondents consisted of 51 from the family group; 12 from the working groups; 31 of the individual groups. The data was tested for validity and the results obtained were that all statement items were declared valid because the total item correlation value exceeded 0.3. Reliability test results obtained for the service quality variable has a Cronbach Alpha value of 0.832; digital marketing of 0.704; brand image of 0.886; and customer satisfaction of 0.871. All declared reliable. The regression model obtained is shown in table 1.

Table 1. t-Test and Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.594	3.869		4.289	.000
X.1	5.786	.699	.509	8.274	.000
X.2	4.087	.833	.318	4.909	.000
X.3	2.989	.660	.245	4.531	.000

Source: SPSS Output Results

The regression model in table 1 forms an equation based on the results of the multiple linear regression test that  $Y = 16.594 + 5.786X.1 +$

4.087X.2 + 2.989X.3. It can also be explained that the regression model has meaning:

- a. A constant value of 16.594 indicates that the variable service quality, digital marketing and brand image has a value of 0, so customer satisfaction also has a value of 16.594.
- b.  $\beta_1$  is the regression coefficient of X1 whose value is 5.786 which means that it can be stated that there is an influence from the service quality variable on customer satisfaction which produces a positive value. For that every service quality variable that increases by 1 unit, there will be an effect of 5.786 on customer satisfaction.
- c.  $\beta_2$  is the regression coefficient X2 whose value is 4.087 means that it can be stated that there is an influence from digital marketing variables on customer satisfaction which is positive. For that every digital marketing variable that increases by 1 unit, there will be an effect of 4.087 on customer satisfaction.
- d.  $\beta_3$  is the regression coefficient of X 3 whose value is 2.989 means that it can be stated that there is a positive influence of the brand image variable on customer satisfaction. It is also the same that every brand image increases by 1 unit, then customer satisfaction can be affected by 2.989.

The statistical test produces a value for the service quality variable at t-count 8.274 and for a significance value of 0.000. The digital marketing variable is at t-count 4.909 with a significance value of 0,000. Likewise for the brand image variable, it produces a t-count whose value is 4,531 and 0,000 is the result of its significance. All significance values are below 0.05 so that they can be accepted, which means that a partial effect can be given from each of the independent variables of service quality, digital marketing and brand image on customer satisfaction by achieving a significant effect.

Table 2. ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16338.505	3	5446.168	121.292	.000 <sup>b</sup>
	Residual	4041.112	90	44.901		
	Total	20379.617	93			

Source: SPSS Output Results

Supporting the significance value to find out the simultaneous testing in table 2 shows that there is an F-count that has a value of 121.292 and is

significant which also has a value of 0.000. The achievement of this significance value will produce a simultaneous effect of the service quality, digital marketing and brand image variables to be given to customer satisfaction because there is a value of 0.000 which is below 0.05 for significance.

Table 3. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.895 <sup>a</sup>	.802	.795	6.701	1.486

Source: SPSS Output Results

It can be seen from table 3 that it is known that the value for the r square coefficient is 0.802 which in the form of a percentage means 80.2%. This explains that the contribution made by the variables of service quality, digital marketing and brand image to customer satisfaction is 80.2%. The remaining value of 19.8% still has the opportunity to add other independent variables that contribute to customer satisfaction and of course these factors are not yet present in this study.

Service quality is proven to be a determinant of customer satisfaction. Many studies have been found with the same results, so research from Spreng and Mackoy (1996); Brady and Robertson (2001); Esgi et al. (2008); Darmawan (2019); Hariani et al. (2021); Ali et al. (2021); Darmawan et al. (2022); Ziyad et al. (2020) also supports it. Service providers, in this case especially the hotel industry, must realize service quality as a priority so that the maximum accommodation experience from customers is created for satisfaction that can be felt for a long period of time. For this reason, a planned strategy that can be carried out is to use a service recovery system appropriately with the aim that customer dissatisfaction can be minimized. At the same time, it will also form a hospitality image due to the availability of repair services to customers which usually arise because the service provider fails to provide the services that have been promised to be delivered. This should be the culture of the hospitality industry as it will predict the success of the hospitality industry and long-term profitability. Service recovery programs must be designed and implemented as effectively as possible so that satisfaction can be maintained and even continue to become customer loyalty. Another thing related to the service recovery system is that it will generate positive word of mouth from customers so that negative perceptions due to inadequate service can be minimized.

Furthermore, the service recovery system must include a more efficient time, provide convenience, appropriate and also low risk. In its application, it certainly requires an innovation that produces customer convenience, such as starting to focus on human resources through training programs in the short and long term, providing hotel staff with the ability to provide complete services, timely, accurate information so that a good impression from customers based on perception can be realized. If this is to be achieved optimally, then training must be based on standard procedures which include providing fast service, avoiding mistakes and other training modules. Furthermore, in order to become a service provider that is closer to customers, it also requires a response that is applied continuously from the first time the service is used until after it is finished.

Digital marketing has been proven to be a determinant of customer satisfaction. The study from Stanley et al. (2017); Hassanat et al. (2019); Greetings (2021); Kitsios et al. (2021) supports the results of this study. Digital marketing allows more integrated, directed and more measurable communications to reach customers and retain them and stronger relationships with customers can be created (Czinkota et al., 2021). Digital marketing can create a goal based on the fulfilment of involvement and ease of interacting with all customers. This is a form of marketing channel that is innovative and has the opportunity to maintain continuous communication and customer needs can be identified and fulfilled effectively and efficiently. Successful marketing in the digital era is marketing that applies basic principles and applies new rules so that dynamic changes of digital marketing strategy must be followed based on its development. At the same time customer satisfaction can be predicted. Customers who are satisfied with the ease of use and the methods used to carry out promotions or different digital services will increase customer motivation to reuse the services of the hotel. Digital marketing results in a more diverse, more special, effective service offering, all of which will increase customer satisfaction. For this reason, it is necessary to take advantage of interesting marketing content but based on credibility. This is a marketing strategy whose focus is planning, action, distributing content that is relevant, consistent and of course can attract the attention of readers and customers to their product or service offerings.

Brand image proves to play a role in shaping customer satisfaction. Neupane (2015); Lahap et al. (2016); Mohammed and Rashid (2018) have

researched this and it turns out that the results of their research are the same. The hotel industry is an industry that is dominant in services so that the attention of the manager and strengthening its brand image needs to be pursued so that total customer satisfaction is achieved. Consistently the brand will interact with customers so that the brand should not disappoint customers and should make customers comfortable and satisfied. In general, memorable experiences and memories are formed from a positive brand image. Therefore, when a good brand image is attached to customers, customers will happily commit to the brand and of course competitors from similar industries will be ignored so that long-term profitability can be maintained (Minsung et al., 2011). This shows that brand image can make customers believe in a brand. For this reason, the management must pursue a strategy that can make customers believe that the existing brand is worthy of being chosen based on all its supporting qualities. Furthermore, it is necessary to carry out a brand extension and brand management strategy because this is an effective strategy to strengthen the brand so that it gains a more special position in the minds of customers because there are clear, attractive and consistent messages delivered at all times. This can be realized in the form of delivering a series of integrated marketing communications.

## Conclusion

Business competition in the hospitality industry requires excellence that is able to survive in the market and win the competition. Excellent service quality, effective digital marketing implementation and positive brand image support can strengthen hotel customer satisfaction. This study proves that based on the three independent variables; it really plays a real role in forming customer satisfaction. This is the basis for the hotel management concerned to develop policies and marketing strategies so that they become accepted business actors in the hotel industry, especially in the Trawas area, Mojokerto Regency. For this reason, this provides an understanding that the success or failure of the hospitality industry is determined by the extent to which the main factors are understood because this determines the formation of customer satisfaction and is a harmony between customer expectations and the performance of the hospitality industry. However, it is still necessary to take various approaches so that industrial competitiveness can be ensured so that this

contributes to the development of theory and consumer behavior to create satisfaction.

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